

EDINA LIQUOR

Uncorked

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Q&A With Fulton's Brian Hoffman

By Tim Hengemuhle



In 2006, Fulton Brewery began in a garage in southwest Minneapolis' Fulton Neighborhood. I asked Edina resident and co-founder of Fulton Brewery, Brian Hoffman, about the beginnings of one of the State's most successful and relatively young craft beers.

Q: When Fulton began in 2006, what were your expectations?

A: When we started brewing in 2006, we were the "Fulton Homebrew Club," and, at that time, we were just having fun trying to make good beer while having a few for some inspiration. We launched Fulton Brewing Company in the fall of 2009. I would say, at that time, we didn't have very many expectations; we had lots of "hopes."

Q: Do you see the recent influx of local breweries as competition?

A: Absolutely not. We see additional local breweries as giving us more opportunities to work collaboratively to grow the market. We challenge each other to make better beer. We help each other out when we have questions about things like best practices and new equipment.

Q: What have been the most memorable moments in Fulton history?

A: Boy, that's a tough one. I'd say the launch party in fall 2009; brewing our first batch of beer on our new brew house in Minneapolis; the opening night of growler sales when Minneapolis Councilman Gary Schiff read the "Fulton Day Proclamation;" and, most recently, some long days of work in our one-acre hop farm in Rice, Minn. Oh, and the first time I was able to pick up a six-pack at the Edina Liquor a few blocks from my house!

Q: What is the Ful10 Fund?

A: We believe that companies have as much responsibility to their communities as citizens do, so we wanted to do something to help our community. As part of the Ful10 Fund, we put 10 percent of our profits into a fund that we will use to provide microfinance loans to local entrepreneurs to get their dream going, donations to local nonprofits or projects to help our local community.

Pick up Fulton's Lonely Blonde American blonde ale or its IPA, Sweet Child of Vine at Edina Liquor. 🍷

Tim Hengemuhle is Assistant Manager of Edina Liquor — Grandview

Spanish Wines Rise Above The Rest

By Dave Tomko

When you consider quality, Spain is arguably the best wine-producing country. From daily sippers to celebratory higher-end wines, the wines of Spain will not let you down.

The most well-known wines in Spain are from the Rioja region, which has 123,000 acres under vine. To put that size in perspective, the region of Napa Valley, Calif., has 43,000 acres planted.

Rioja produces both red and white wines. Of the red wines, Tempranillo is the main grape varietal, whereas for the whites, Viura is the primary grape. White Spanish wines are best enjoyed young, as they are mostly aged in stainless steel for a crisp, refreshing taste.

Red Spanish wines are aged in American oak and fall into one of four categories based on the amount of time spent ageing: Rioja, Crianza, Reserva and Gran Reserva. Rioja ages less than one year in oak barrels. Crianza ages for two years, at least one of which must be in oak. Reserva ages for three years, at least one year in oak. Finally, Gran Reserva must spend two years in oak and three years in the bottle.

Edina Liquor carries more than 50 brands of Spanish wines. Stop by Edina Liquor and pick up a bottle of Spanish wine today. 🍷

Dave Tomko is Assistant Store Manager of Edina Liquor — Southdale

Staff Picks

Prairie Gin

Prairie Organic Gin is made from Minnesota-grown organic corn at a distillery owned by a co-op of local farmers. It is distilled to taste with a blend of angelica, coriander, cassia, lemon and juniper. The flavor is dry and herbal with subdued juniper, followed by a long, but soft finish. Prairie Organic Gin is refreshing in a gin and tonic, but also makes a great martini.

\$19.99 for 750 mL



Picked by Joe Labosky, Assistant Manager of Edina Liquor — 50th & France

Haymaker IPA

Haymaker IPA from Mankato Brewing is another excellent Minnesota craft beer offering. The beer has a copper color and smells of caramel malt, citrus and pine. Haymaker is an incredibly balanced American IPA, with a significant malt base coupled with a generous amount of hops. It has a nice citrus flavor, smooth bitterness and is carbonated perfectly. This tasty IPA has 92 IBUs and 6.5 percent ABV.

\$9.99 for a six-pack



Picked by Dave Foley, Assistant Manager of Edina Liquor — Southdale

St. Supéry Sauvignon Blanc

This Sauvignon Blanc from Napa Valley's St. Supéry Vineyards never disappoints. The grapefruit notes come through nicely with lemon and lime characteristics. A slight sweetness is balanced well with a crisp, acidic finish to make this wine very refreshing. It pairs well with fish and mild cheeses, but I really enjoy it with some butter-poached sea scallops with lemon zest and garlic.

\$22.49 for 750 mL



Picked by Eric Pellinen, Manager of Edina Liquor — 50th & France

THREE LOCATIONS

50th & France — next to Lunds
3943 W. 50th St.
Edina, MN 55424
952-903-5720

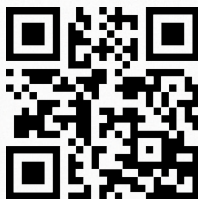
Southdale — next to Cub Foods
6755 York Ave. S.
Edina, MN 55435
952-903-5730

Grandview — near Jerry's Foods
5013 Vernon Ave. S.
Edina, MN 55436
952-903-5740

HOURS

Mon - Thurs – 9 a.m. to 8 p.m.
Fri - Sat – 9 a.m. to 10 p.m.
Sun – closed

Closed Monday, Sept. 2
Labor Day



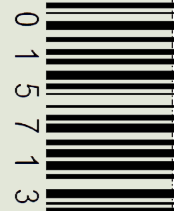
Scan to view our
monthly specials.



**\$1 off one six-pack of
Fulton Beer**

Valid 8-1-13 to 8-31-13.

No photocopies will be accepted and no further discounts will be given.
**Coupon cannot be used for the product-of-the-month special. One
coupon per customer per visit.**



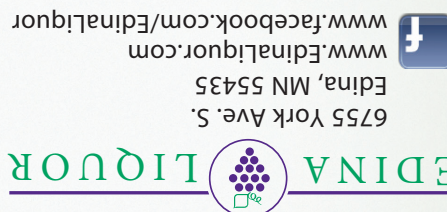
**\$2 off one bottle of Spanish Wine,
\$10 or greater**

Valid 9-3-13 to 9-30-13.

No photocopies will be accepted and no further discounts will be given.
**Coupon cannot be used for the product-of-the-month special. One
coupon per customer per visit.**



When you shop at Edina Liquor, profits go right back into the community, keeping parks clean, roads smooth and taxes low.



Steve Grausam
Liquor Operations
Director

Manager's Column

Survey Helps Edina Liquor

Since February, Edina Liquor has been working with a consultant to help us better understand how we compare to other liquor stores and what our customers think about us.

In February, we did a survey to discover where our customers live by zip code. While this did not give us an exact breakdown, it was still valuable information. We also conducted a more in-depth online survey. We had more than 1,000 people complete the survey. Here is some of what we learned:

The majority of customers who shop at Edina Liquor come from a 3- to 5-mile radius of a store, primarily for convenience, the quick, in-and-out service and the selection. Since Edina Liquor's profits go right back into the

community, they also want to support the City.

The survey also showed that more than 31 percent drink red wine while 25 percent prefer craft or imported beer.

It also showed that 39 percent of our customers shop a few times a month, while 27 percent shop weekly and 23 percent shop about once a month.

We also learned that more than 11 percent of the respondents did not know that store profits go back to the community to keep parks clean, roads smooth and taxes low.

We are taking this data and using it to better serve our customers and the community and to make Edina Liquor a place where

customers want to shop and foster the good feeling of community support.

We will be working on several things behind the scenes to make the shopping experience more enjoyable. Some changes will be hard to notice while others may stand out. Our goal is to keep getting better at what we do so we can keep our customers happy and wanting to come back.

Thanks for all your support and business. We appreciate it!🍷

For updates on Edina Liquor, check us out on Facebook, City Extra or our website, www.EdinaLiquor.com.